

**CLAIMS:**

1. A method for generating a recommendation, the method comprising:  
receiving at least one of a negative and positive example from one or more other users; and  
determining a recommendation for a user based on at least one of the negative and positive examples.

2. The method of claim 1, further comprising generating a user profile for the user based on previous behavior of the user, wherein the determining comprises determining the recommendation based on the negative example and the user profile.

3. The method of claim 2, wherein the generating of the user profile comprises generating an implicit user profile.

4. The method of claim 1, wherein the determining comprises determining the recommendation based on the negative and positive examples.

5. The method of claim 1, wherein the recommendation is a television program recommendation.

6. The method of claim 1, further comprising:  
mapping the negative example to an electronic program guide database of the user; and  
determining an equivalent negative example for the user from the electronic program database.

7. The method of claim 1, further comprising:  
mapping the positive example to an electronic program guide database of the user; and  
determining an equivalent positive example for the user from the electronic program database.

8. The method of claim 1, further comprising determining the one or more other users.
9. The method of claim 8, wherein the determining comprises selecting the one or more other users based on geographical location of the one or more other users.
10. The method of claim 8, wherein the determining comprises selecting the one or more other users based on a similarity of likes and/or dislikes with the one or more other users.
11. The method of claim 8, wherein the determining comprises selecting the one or more other users by the user.
12. The method of claim 11, wherein the selecting comprises:  
presenting a plurality of other users to the user; and  
the user selecting from among the plurality of other users to determine the one or more other users.
13. The method of claim 12, wherein the presenting comprises presenting the plurality of users based on geographical location of the one or more other users.
14. The method of claim 12, wherein the presenting comprises presenting the plurality of users based on a similarity of likes and/or dislikes of the one or more other users.
15. The method of claim 8, wherein the selecting comprises the user indicating the one or more other users.
16. An apparatus (100, 200) for generating a recommendation, the apparatus comprising:

means (102, 104) for receiving at least one of a negative and positive example from one or more other users; and  
a recommender (110) for determining a recommendation for a user based on at least one of the negative and positive examples.

17. The apparatus of claim 16, further comprising a display (114) operatively connected to the recommender for presenting a plurality of other users to the user.

18. The apparatus of claim 17, further comprising means (118, 122) for selecting the one or more other users by the user from among the plurality of other users.

19. The apparatus of claim 16, wherein the means for receiving at least one of a negative and positive example from one or more other users comprises a modem (102).

20. The apparatus of claim 16, wherein the apparatus is a personal video recorder (100).

21. The apparatus of claim 16, wherein the apparatus is a television (200).

22. A computer program product embodied in a computer-readable medium for generating a recommendation, the computer program product comprising:  
computer readable program code means for receiving at least one of a negative and positive example from one or more other users; and  
computer readable program code means for determining a recommendation for a user based on at least one of the negative and positive examples.

23. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for generating a recommendation, the method comprising:

receiving at least one of a negative and positive example from one or more other users; and  
determining a recommendation for a user based on at least one of the negative and positive examples.